

# Coaching Sheet

## Booking is the Lifeline of Your Business

1. Make a list (who would give their opinion, be a model, etc.) 30 minimum.
2. Mark your date book – when will you work your Mary Kay business?
3. Practice your script.  
Will you be wimpy or confident?  
Who's doing who a favor?
4. Practice working through the 4 or 5 objections:  
No Time            Tried MK once-broke out  
No Money        Use \_\_\_\_\_ brand
5. Schedule an uninterrupted time to call.
6. Call until you get 8 – 10 scheduled within the next 2 weeks.

## Booking Gets It – Coaching Keeps It

### Why coach?

To establish a rapport with the hostess & to give her confidence.

To establish a rapport with her guests & solidify the appointment.

When do we coach? - 3 Opportunities.

How do we coach? – Follow the checklists

### Hostess Packet

Hostess Brochure            Look Book  
Outside Order Sheet        Business Card  
*Something More or Choices CD*

### EVERYBODY WINS!

Go through the Hostess Credit program and explain how she can get \$75 in product for just \$35.

- At least 3 Girlfriends
- Keep the original date
- At least \$125 in class or outside sales
- \$25 Bonus for \$100 in outside sales or completing a Questionnaire (on our site) about our marketing plan.

Your class will be a HUGE success when your hostess understands how to do her part. She wants success as much as you do.

**She needs you to show her how!**

## Coaching Check-off Lists

*Put the following Coaching Check-off Lists on note cards and use for each and every class!!*

### Initial Coaching (When you book it)

- “I want you to get more out of this than you put into it.”
- Give her a Hostess Packet, have her promise to read it & set up a time within 24 hrs. to call her for her guest list.
- Make sure she understands how to get the Hostess Credit or gift. Find out what she wants for FREE!
- Give her ideas about who to invite & what to say – that she will need yes or no answers – reservation only basis.
- Stress “on time” to participate – “early” for special pampering.
- Stress the importance of outside orders & bookings.
- “\_\_\_\_, this is my business & you can count on me. I know I can count on you, too, right?” Shake hands.

### Telephone Coaching (Within 24-48 hours)

- Get names, numbers, & best time to call guests.
- Encourage her to over-invite & to confirm each guest.
- Discuss where to have the class & the individual consultations.
- Keep refreshments simple.
- Remind her of how she gets her Hostess Credit.
- If it's her Glamour appointment, remind her to be up to her Day Radiance when you arrive.
- Review directions if going to her house & put them in your Date Book.
- Regarding children – we all love them, but this is Mom's Night Out to be pampered. Let's find someone to watch the kids. (Offer a lip gloss for the sitter from you!)

### Pre-class Coaching (When you arrive)

- Arrive 30-45 minutes early.
- Give her a sincere compliment.
- Review how she gets her FREE Product or Gift.
- Say, “Tell me about your friends who are coming today.” (1<sup>st</sup> pt. in recruiting plan) Tell her to watch you.
- Remind her to not offer drinks or refreshments until the end – during individual consultations.
- Instruct her makeover while setting up